

PROGRESSION SINCE 1900

To be sure there are some concerns who have not succeeded and others who have made great successes. The business is a trying one and only under most favorable conditions and in the hands of the highest grade of men has it been successful. With the scores of makers in the country one cannot judge the business by the amazing results obtained by six or eight of the leaders.

"My visits to the ninety-three plants and conferences with the leading men in the industry indicate that the present position of the automobile trade has been attained only by concentrated efforts on the part of great engineers and indus-

The unusual road performance of Walden and the success of their last experimental trip included covering 1,000 miles between Albuquerque and Kansas City in three days driving. Motorists who know this country will also appreciate the significance of a single day's run on which these hard drivers ate breakfast at Trinidad, Col., luncheon at La Junta, dinner at Syracuse, Kan., and slept at Dodge City.

This is the Sheffield-Simplex, one of the most luxurious of British made automobiles, the agency of which for this country has just been got by Adams & Montant, the Lancia representatives. The picture shows Maxine Elliott entering her car, apparently about to dash to the tennis courts.

Monsieur Petard, designer and engineer for the Lewis Six, is a native of France, and gained the larger portion of his engineering experience in European countries, and small motor efficiency

In 1915 has been made for the previous situation. The statement for the present year shows a decline in sales, but the company's statement clearly declares that the new year will show growth in keeping with the present and the past, and that while 1914 has been the company's best year thus far from every viewpoint the same statement can with justification be made when the end of the next fiscal year has rolled around.

Good year is in hearty accord with the statement that in addition of general business conditions in the United States is already improving and that the effect of this improvement and the continuation of it predicted for the new year will have a distinctly beneficial effect on the automobile and accessory trade, both as to manufacturing and selling.

dealer and in nine cases out of ten he proves himself as good or a better salesman than the dealer he talks with. Usually he sells his old car to the highest bidder and takes a new car in exchange. This is not the right way to do business.

You are an automobile dealer. You are in business to sell motor cars. It's up to you to sell your customer an automobile that he'll like and that he'll want to buy. Don't let him sell one to you.

When a man comes into your store with a second-hand car and starts right in to sell it to you—he'll tell you what a good car it is, to tell you all about its fine points, and to try you, and set you up a greater

from Washington to Atlanta on the highway being improved by the Department of Agriculture. In many instances these signs are being erected under the supervision

This is one of a number of styles of bodies designed and built for Overland chassis by Conover T. Silver. Special effort has been directed toward the insuring of comfort and luxury. The car above is the property of Elsie Janis. Special limousine, landaulette and sedan bodies are made by Silver, who is the local distributor of Overland and Peerless cars.

connected with the National Automobile Show, will take place Wednesday evening, January 6, at the Waldorf-Astoria. Several hundred invitations to members of

This McFarlan 90 horse-power
Department, is, by recommendation
ble of making 50 miles an hour

This McFarlan 80 horse-power fire wagon, which is in the service of the Connersville, Ind., Fire Department, is, by recommendation of McFarlan engineers, equipped with Nobby Tread tires. It is capable of making 80 miles an hour under full load. This means reaching the furthest limit of protection in less than three minutes from the fire house.

Chalmers Man Takes Charge of Hupmobile Advertising, Fol- lowing Changes There.

Following the custom of former years Wednesday, January 6, has been set aside as Society Day, upon which double admission will be given. There will also be a Theatrical Day, Monday, January 4, when representative players will be guests of the management. During the week the National Automobile Chamber of Commerce will hold its annual banquet at the Waldorf.

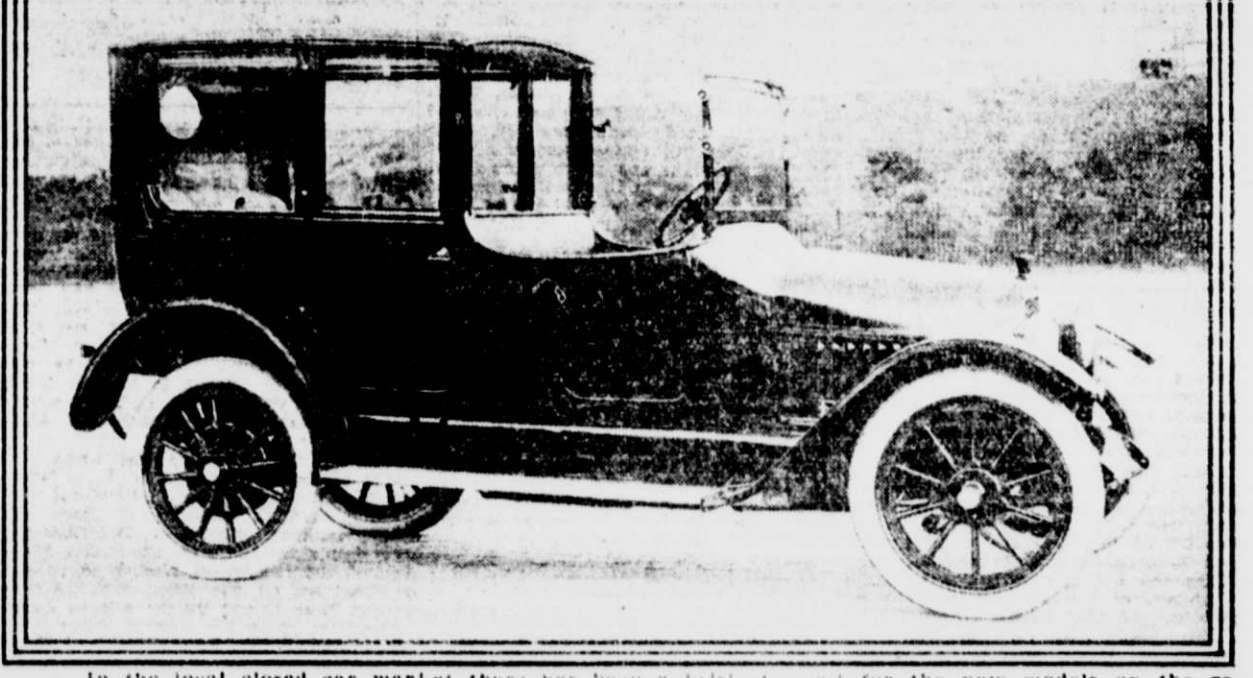
The exposition will remain open until Saturday, January 3. On January 3, the opening day, the doors will open at 2 P. M. and the other days at 10 A. M., with the exception of Sunday, when the building will remain closed.

The Automobile Salon, as the annual exhibition of foreign cars in New York is known, again has the honor of inaugurating an American automobile show season. For the 1915 season, however, its margin of precedence is measured by an hour instead of a few days, as has been the case in other years.

The formal opening of the 1915 Salon in the grand ballroom of the Astor will take place next Saturday, at 1 o'clock, fol-

The Carriercar Company of Pontiac, Mich., announces for their exhibit at the New York show only one style of chassis

Eight Four Crossed Cars



In the local closed car market there has been a brisk demand for the new models on the recently introduced Stearns-Knight light four chassis, the first Knight-motored car to sell for less than \$2,000. Cars such as this, with the Fleetwood built body portrayed here, find a ready market, reports W. Arthur Lesser, manager of the local Stearns branch.

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The exhibit will consist of two complete cars, a touring car and a roadster, and a white enamel chassis showing the fraction type of transmission so thoroughly identified with the Cartier.

The factory will be represented by Vice-President H. R. Radford, W. J. Williamson, the Eastern Sales Manager, and a special representative of the Cartier agents who will be in attendance after which a banquet will be given them at one of the hotels by Mr. Radford.

The five and six ton sizes are of the heavy-duty type equipped with double side chain drive and chain cases, and the driver's seat placed over the motor, to give a maximum length of loading platform on rails.

a Chance to Relieve Them.

Any one who has automobile troubles of any kind is invited to the automobile exhibit at the West Side Y. M. C. A., Eighth avenue and Fifty-seventh street.

the cause of the particular difficulty and show by use of the sectioned motor and parts how to remedy it.